

PDM		SEO PACKAGES - Web & Maps																
No.	Activities	Entry <small>(Maps OR Website)</small>		Starter		Visibility			Performance			Enterprise			Fortune			
	Initial Analysis	Maps	Website	12 Keywords	30 Keywords	50 Keywords	80 Keywords	100 Keywords	120 Keywords	140 Keywords	160 Keywords	200 Keywords	300 Keywords	400 Keywords	500 Keywords	700 Keywords	1000 Keywords	
1	Initial Website Audit Report <small>(Summary of key issues)</small>	✓	✓	✓			✓			✓			✓			✓		
2	In-depth Website Analysis <small>(Full site review)</small>	✓	✓	✓			✓			✓			✓			✓		
3	Initial Backlinks Analysis <small>(Check existing links)</small>	✓	✓	✓			✓			✓			✓			✓		
4	Relevant Keyword Research <small>(Find target keywords)</small>	✓	✓	✓			✓			✓			✓			✓		
5	Technical Advice - Basic <small>(Fix simple SEO issues)</small>	✓	✓	✓			✓			✓			✓			✓		
6	Technical Advice - Advance <small>(Solve complex SEO issues)</small>	✗	✓	✓			✓			✓			✓			✓		
7	Competition Analysis <small>(Review competitor SEO)</small>	✗	✓	✓			✓			✓			✓			✓		
8	Duplicate Content Check <small>(Spot repeated content)</small>	✗	✓	✓			✓			✓			✓			✓		
	On Page Optimisation																	
9	Meta Tags Optimisation <small>(Edit meta titles/descriptions)</small>	✓	✓	✓			✓			✓			✓			✓		
10	Site Structure Optimisation <small>(improve navigation/layout)</small>	✓	✓	✓			✓			✓			✓			✓		
11	Improve URLs Structure <small>(Clean, SEO-friendly links)</small>	✓	✓	✓			✓			✓			✓			✓		
12	Sitemap Creation <small>(Help Google find pages)</small>	✓	✓	✓			✓			✓			✓			✓		
13	Functionality Issue Resolve <small>(Fix broken site parts)</small>	✗	✓	✓			✓			✓			✓			✓		
14	Content Optimisation <small>(improve existing content)</small>	✗	✓	✓			✓			✓			✓			✓		
15	Images Optimisation <small>(Compress & tag images)</small>	✗	✓	✓			✓			✓			✓			✓		
16	Heading Tags Optimisation <small>(structure page headings)</small>	✗	✓	✓			✓			✓			✓			✓		
17	Robots.txt Optimisation <small>(Control crawl access)</small>	✗	✓	✓			✓			✓			✓			✓		
18	HTML Code Optimisation <small>(Clean up site code)</small>	✗	✓	✓			✓			✓			✓			✓		
19	Anchor Text Optimisation <small>(improve link text)</small>	✗	✗	✗			✓			✓			✓			✓		
	SEO Content Marketing & Link Acquisition																	
20	General Link Building <small>(Gain quality backlinks)</small>	✓	✓	✓			✓			✓			✓			✓		
21	General Blog Posts <small>(Blog content creation)</small>	✓	✓	✓			✓			✓			✓			✓		
22	Guest Posts <small>(Articles on external sites)</small>	✗	✓	✓			✓			✓			✓			✓		
23	Broken Link Building <small>(Replace dead links)</small>	✗	✓	✓			✓			✓			✓			✓		
24	Competition Backlinks <small>(Replicate strong links)</small>	✗	✓	✓			✓			✓			✓			✓		
25	Skyscraper Technique <small>(Outdo competitor content)</small>	✗	✗	✗			✓			✓			✓			✓		
26	Scholarship Links <small>(Links from .edu domains)</small>	✗	✗	✗			✓			✓			✓			✓		
27	Press Releases <small>(News-based backlinks)</small>	✗	✗	✗			✗			✓			✓			✓		
28	HARO Backlinks <small>(Links via journalist requests)</small>	✗	✗	✗			✗			✓			✓			✓		
	Conversion Rate Optimisation																	
29	Call To Action Optimisation <small>(improve buttons/prompts)</small>	✓	✓	✓			✓			✓			✓			✓		
30	Google Analytics Goals <small>(Track key actions)</small>	✓	✓	✓			✓			✓			✓			✓		
31	Thank You Page Tracking <small>(Track completed goals)</small>	✓	✓	✓			✓			✓			✓			✓		
32	Event Tracking <small>(Measure user interactions)</small>	✗	✓	✓			✓			✓			✓			✓		
33	Hotjar Implementation <small>(User behavior heatmaps)</small>	✗	✓	✓			✓			✓			✓			✓		
34	UTM Tracking <small>(Track campaign performance)</small>	✗	✗	✗			✓			✓			✓			✓		
35	Call Rail Implementation <small>(Track phone call leads)</small>	✗	✗	✗			✓			✓			✓			✓		
	Local SEO (Search Engine Optimisation)																	
36	GMB Optimisation <small>(improve Google profile)</small>	✓	✗	✓			✓			✓			✓			✓		
37	Local Schema <small>(Add business data code)</small>	✓	✓	✓			✓			✓			✓			✓		
38	Citation Building <small>(List on directories)</small>	✓	✓	✓			✓			✓			✓			✓		
39	Google Maps Optimisation <small>(Rank higher on Maps)</small>	✗	✗	✓			✓			✓			✓			✓		
40	Knowledge Graph <small>(Enhance business info box)</small>	✗	✓	✓			✓			✓			✓			✓		
41	Multi Location Optimisation <small>(Manage multiple branches)</small>	✗	✗	✓			✓			✓			✓			✓		
42	Reviews Management <small>(Reply to reviews manually)</small>	✗	✗	✗			✗			✓			✓			✓		
43	Custom GMB Map Posts <small>(x3 Posts per week designed)</small>	✗	✗	✗			✗			✓			✓			✓		